AMENDMENTS TO THE CLAIMS

Claims 1-13 (Canceled)

14. (New) A matrix-type display apparatus which drives a display panel including a plurality of pixels disposed in matrix form and displays an image, characterized by including:

a converting portion for γ –converting an input video signal, using n (which is an integer of two or above) pairs of γ –characteristics which are made up of first and second γ –characteristics different from each other; and

a selecting portion for selecting one pair of γ –characteristics from among the n pairs of γ –characteristics according to a transmittance to be used for display, and selecting an output supplied to the display panel from among the 2n outputs which are γ –corrected by the converting portion, so that a first distribution area ratio of pixels driven by the video signal γ –corrected by use of the first γ –characteristic of the selected pairs of γ –characteristics and a second distribution area ratio of pixels driven by the video signal γ –corrected by use of the second γ –characteristic of the selected pairs of γ –characteristics are equal to a distribution area ratio specified in advance for the selected pairs of γ –characteristics.

15. (New) The matrix-type display apparatus according to claim 14, characterized in that the selecting portion selects an output supplied to the display panel from among the 2n outputs which are γ –corrected by the converting portion, so that the first distribution area ratio and the second distribution area ratio are equal to the distribution area ratio in a block unit of (n+1) pixels per block.

16. (New) The matrix-type display apparatus according to claim 15, characterized in that the first distribution area ratio and the second distribution area ratio for each pair of γ –characteristics are selected out of k/(n+1) and (1-k)/(n+1), if k is an integer of one to n.

17. (New) The matrix-type display apparatus according to claim 14, characterized in that:

each pixel of the display panel is made up of, as one pixel, a first sub-pixel which has a first pixel area Sa and a second sub-pixel which has a second pixel area Sb (=m×Sa, herein, m>1); and

the selecting portion selects an output supplied to the display panel from among the 2n outputs which are γ -corrected by the converting portion, so that the first distribution area ratio and the second distribution area ratio are equal to the distribution area ratio in a block unit of the one pixel per block.

18. (New) The matrix-type display apparatus according to claim 17, characterized in that the first distribution area ratio and the second distribution area ratio for each pair of γ –characteristics are selected out of 1/(m+1) and m/(m+1).

19. (New) The matrix-type display apparatus according to claim 18, characterized in that the second pixel area Sb satisfies the relation of $1.5Sa \leqq Sb \leqq 3Sa$.

20. (New) The matrix-type display apparatus according to claim 14, characterized in that:

each pixel of the display panel is made up of, as one pixel, a first sub-pixel which has a first pixel area Sa and a second sub-pixel which has a second pixel area Sb (=m×Sa, herein, m>1); and

the selecting portion selects an output supplied to the display panel from among the 2n outputs which are γ -corrected using each γ –characteristic by the converting portion, so that the first distribution area ratio and the second distribution area ratio are equal to the distribution area ratio in a block unit of the two pixels per block.

21. (New) The matrix-type display apparatus according to claim 20, characterized in that the first distribution area ratio and the second distribution area ratio for each pair of

γ –characteristics are selected from among 1/(2+2m), m/(2+2m), 2/(2+2m), (1+m)/(2+2m), 2m/(2+2m), (2+m)/(2+2m), and (2m+1)/(2+2m).

22. (New) The matrix-type display apparatus according to claim 21, characterized in that the second pixel area Sb satisfies the relation of $1.2Sa \leqq Sb \leqq 2Sa$.

23. (New) The matrix-type display apparatus according to claim 14, characterized in that the selecting portion selects an output supplied to the display panel from among the 2n outputs which are γ –corrected by the converting portion, in a unit of one pixel made up of an R-pixel, a G-pixel and a B-pixel.

24. (New) The matrix-type display apparatus according to claim 14, characterized in that the selecting portion selects an output supplied to the display panel from among the 2n outputs which are γ –corrected by the converting portion, for each of an R-pixel, a G-pixel and a B-pixel which are each set as one pixel.

25. (New) The matrix-type display apparatus according to claim 14, characterized in that the display panel is a liquid-crystal display panel.

26. (New) A driving method for a matrix-type display apparatus which drives a display panel including a plurality of pixels disposed in matrix form and displays an image, characterized by including:

a converting step of γ –converting an input video signal, using n (which is an integer of two or above) pairs of γ –characteristics which are made up of first and second γ –characteristics different from each other; and

a selecting step of selecting one pair of γ –characteristics from among the n pairs of γ –characteristics according to a transmittance to be used for display, and selecting an output supplied to the display panel from among the 2n outputs which are γ –corrected in the converting step, so that a first distribution area ratio of pixels driven by the video signal γ –corrected by use of the first γ –characteristic of the selected pairs of γ –

characteristics and a second distribution area ratio of pixels driven by the video signal γ-corrected by use of the second γ-characteristic of the selected pairs of γ-characteristics are equal to a distribution area ratio specified in advance for the selected pairs of γ-characteristics.